

U.S. Olympic Committee salutes Taking it to the Streets founder Rene Boisvert for his outstanding marketing efforts

Conventional thinking is the biggest roadblock to housing the homeless.

OAKLAND, CA, USA, October 25, 2022 /EINPresswire.com/ -- Taking it to the Streets, a California based non-profit, a seasoned veteran in taking on the challenges of those suffering in poverty, has recently set its focus and efforts on the challenge of significantly increasing homeless housing inventory.



Being recognized by the USOC marketing team in a record setting Olympics Games is a high honor."

*Rene Boisvert, Founder –
Taking it to the Streets*

Taking it to the Streets Nascent Real Estate Model for Homeless Housing Inventory:

- Pre-configured template to standardize and significantly scale housing development
- Delivered via social sector franchising

This is a new approach that significantly reduces costs and time to completion by leveraging a pre-configured template integrating architecture, financing, local approvals, standardized labor and building material costs, corporate partnerships, and more.

Think...Amazon for its ability to scale.

As Amazon has revolutionized commerce. Taking it to the Streets will soon too be able to revolutionize the construction of homeless housing.

Taking it to the Streets is no stranger in taking on big challenges and outside the box thinking. The organization was quick to realize that the status quo approach to poverty problem solving has abundantly failed in our lifetimes. Creating solutions that disrupt conventional approaches and conventional thinking has been the non-profit's strategy to multiply its philanthropic impact to help those in need.

Such efforts have not gone unnoticed. Having worked in tandem with the USOC Chief Marketing Officer William McCahan, he offered the following accolades to Rene Boisvert's professional contributions:

"Your (Rene Boisvert) innovative and tenacious marketing programs were an invaluable asset."
- Chief Marketing Officer, William McCahan

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